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5/4/53*

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january							february							march							april								
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january							february							march							april								
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, MAY 3, 1953</u>			
Monday Sunday May 3 6:00 P.M. - 8:00 P.M.	PRESS PREVIEW: MACY'S SPRING FLOWER SHOW Flower display (May 4 through May 9) of over 2 1/2 million specimen plants and cut flowers, including thousands of orchids, flowers flown from Hawaii, foliage, and over 250 eighteen-foot dogwood in full bloom. Press preview Sunday, May 3, from 6:00 P.M. to 8:00 P.M. by invitation. Open to public throughout week. Publicity: Helen Law, CH. 4-2000, Ext. 3275.2431	MACY'S NEW YORK	STREET FLOOR BROADWAY BUILDING
Monday May 4 10:30 A.M.	SHOWING OF FALL AND WINTER SHOES Sponsored jointly by New England Shoe and Leather Ass'n and National Ass'n of Shoe Chain Stores, the Popular Price Shoe Show of America will present "Pederama"--a revolutionary technique featuring shoe "Fashions For The Millions," a comprehensive merchandised picture of the Fall shoe story. By invitation. Showing for the trade at 4:00 P.M. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTEL NEW YORKER GRAND BALLROOM
Monday May 4 10:30 A.M.	SHOWING OF FALL SHOE COLLECTION Presentation of Town & Country Fall shoe collection. (Repeat of April 13-April 14 show.) By invitation. Contact: Mrs. Eleanor Howard, CH. 4-3620.	TOWN & COUNTRY SHOES	350 FIFTH AVENUE SHOWROOM - 69TH FLOOR
Beginning Monday May 4 10:30 A.M.	OPENING OF ADVANCE FALL COLLECTION Opening of David Levine's Fall collection of costume suits and woolen dresses with showings at 10:30 A.M. daily. Contact: Miss Fritzi, LA. 4-0237.	DAVID LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday May 4 12:00 Noon Luncheon	SIXTEENTH ANNUAL AWARDS LUNCHEON The Lord & Taylor Awards--\$1,000 each--will be presented at the Sixteenth Annual Luncheon. These awards, founded in 1937, to encourage and recognize creative, constructive achievement, have been presented annually to American men and women who have given the world greater knowledge, beauty and hope. Luncheon: \$5.00. Public Relations, Rea Lubar, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Monday May 4 4:30 P.M. Cocktails	ART EXHIBIT BY BAR ASS'N MEMBERS Eighth Annual Art Exhibit of paintings and photography. By invitation only. Open to public, May 6 - May 15. Contact: John W. Thompson, MU. 2-7171.	ASS'N OF THE BAR OF CITY OF N.Y.	42 WEST 44TH STREET
Tuesday May 5 9:30 A.M. Breakfast	PRESS PREVIEW: "COOL HEADS FOR HOT DAYS" "Cool Heads For Hot Days"--demonstration of Ingerid's unique hair cutting and styling, designed to take the average American woman through her busy day. By invitation only. Publicity: Lind-Gilbert Associates, 22 East 60th Street, PL. 3-4786.	INGERID'S STUDIO OF HAIR DESIGN	HOTEL ASTOR NORTH GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 5 10:30 A.M.	OPENING OF FALL WOOLEN COLLECTION Presentation by Varden Petite of their Advance Fall collection of suits, costumes, and woolen dresses at 10:30 A.M.; daily thereafter at 2:30 P.M. for two weeks. Contact: Elsie Brandt, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM - 8TH FL.
Tuesday May 5 12:30 P.M. Luncheon	FASHIONS BY LOTTE OF DREWYN Saks Fifth Avenue will present Lotte of Drewyn's Summer separates and casuals during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Lotte's Publ.: Sidney Dee Bloeme, 35 W. 53rd St., JU. 6-4490. Saks Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	SAKS FIFTH AVENUE	WALDORF-ASTORIA EMPIRE ROOM
Beginning Tuesday May 5	SHOWING OF ADVANCE FALL COLLECTION Premiere showing by Mr. Mort, Inc., of advance Fall cottons from M. & W. Thomas and Herbert Meyer, featuring dresses and coordinated separates, designed by Betty Carol. Contact: WI. 7-2409.	MR. MORT, INC.	1400 BROADWAY SHOWROOM - 14TH FL.
Tuesday May 5 7:00 P.M.- 9:00 P.M.	SEVENTH SESSION: PUBLICITY COURSE Subject: "Magazine Publicity"--How to prepare and place material in news and consumer magazines. Speaker: Peter Briggs, "Ladies Home Journal." Contact: Rita Otway, PL. 5-4000.	THE PUBLICITY CLUB OF NEW YORK, INC.	HOTEL SHELTON
Wednesday May 6 12:00 Noon Luncheon	MILLINERY FASHIONS AT RACE TRACK OPENING The Millinery Fashion Bureau will present hats by leading milliners at the opening day of Belmont Race Track's Spring Season. By invitation only. Millinery Publicity: Mary Kelley, 1450 Broadway, LO. 4-7800. Belmont Publicity: Jeanne Fair, News Contacts, 131 E. 66th St., RE. 4-1450.	MILLINERY FASHION BUR. & BELMONT RACE TRACK	BELMONT CLUB HOUSE BELMONT PARK, L. I.
Wednesday May 6 12:30 P.M. Luncheon	FASHION SHOW DURING LUNCHEON Hats by Amelia Originals, with coordinated furs and suits by Arnold Constable will be shown during luncheon. Press by invitation. Public by reservation; contact: TE. 8-8000. Amelia Publicity: Herwin Kaslow, CH. 4-5936. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	AMELIA ORIGINALS (30 WEST 39TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday May 6 3:00 P.M. Cocktails	PREVIEW OF KNIT SWEATERS & DRESSES Lass O'Scotland will preview their Fall collection of knit sweaters and dresses. Commentator: Mildred Kaldor. By invitation only. Contact: Manny Hendle at Modern Merchandising, 2 Park Avenue, MU. 4-7350.	LASS O'SCOTLAND (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Wednesday May 6 4:00 P.M.- 5:00 P.M.	SILK AND RAYON PRINTS ON TV SHOW Fashions in Silk and Rayon Prints on the Kate Smith Show. Contact: Kay Martin, LO. 5-2140. Kate Smith Contact: Dorothy Daye, CI. 7-8300.	SILK & RAYON PRINT INSTITUTE	WNBC-TV - KATE SMITH CHANNEL 4
Friday May 8 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Showing of coats and suits by House of Swansdown; dresses by David Camen; table decor: Carole Stupell. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	LEADING DESIGNERS & CAROLE STUPELL TABLES	HOTEL PIERRE ROOF GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday May 10	MOTHER'S DAY. Theme: "Remember Mom! Queen of Your Heart". Contact: Irving K. Edwards, National Committee for Observance of Mother's Day. 393 Seventh Avenue, OX. 5-2000.		
Sunday May 10- May 22	COSTUME JEWELRY INDUSTRY TRADE SHOW About 50 costume jewelry firms will exhibit. For Press and Trade only. Contact: Nan Morrison, Harold Seisel Co., 424 Madison Ave., PL. 3-3790.	COSTUME JEWELRY MFRS. ASS'N OF N.Y.	HOTEL MARTINIQUE B'WAY & 31ST STREET
Monday May 11 11:00 A.M. Brunch	FALL FABRIC PREVIEW AT NEW SHOWROOM Alamac Knitting Mills' tenth anniversary press party, with a display of Fall fabrics at their new showroom. <u>Trade showing, 3:00 P.M. to 6:00 P.M.</u> By invitation. Publicity: Martin Stern, 60 E. 42nd St., VA. 6-0543.	ALAMAC KNITTING MILLS	350 FIFTH AVENUE ROOM 4801
Monday May 11 12:15 P.M. Luncheon	COSMETICS' DIVISION LUNCHEON MEETING "How To Face Your Audience From One To A Million"--Speakers: Nancy Craig, star of The Nancy Craig Time, WABC-TV. Subject: "Facing A Million Via TV"; Philippe Halsman, photographer, world famous for his Life Magazine covers and for his book, "The Frenchman". Subject: "Makeup For Photography". Chairman of cosmetics' division: Kay Torrey. Price: \$4.25 for members ; \$4.50 for guests (no limit on guests). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Monday May 11 1:00 P.M. Luncheon	DOG ACCESSORIES & LUGGAGE FASHIONS Mark Cross will present accessories for dogs, at the opening of their new Kennel Shop, along with a luggage collection for all kinds of traveling. Also, showing of bags, belts, scarves, etc. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Fashion Show Director, Publ., and Commentator: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.	MARK CROSS (5TH AVE. & 55TH ST.)	HOTEL PLAZA TERRACE ROOM
Monday May 11 4:00 P.M.	PRESS SHOWING OF FALL LINGERIE Introduction of new line of girls' lingerie and preview of women's lingerie for Fall and Winter 1953, styled by Myrtle Mayfield. By invitation only. Publicity: Helen Gardner, Cecil and Presbrey, Inc., 247 Park Avenue, MU. 8-1234.	KAYSER	500 FIFTH AVENUE SHOWROOM-6TH FLOOR
Monday May 11- May 16	ANNUAL NATIONAL COTTON WEEK Theme: "It's Cotton Time"--23rd Annual National Cotton Week. Contact: Roger Smith or Margot Herzog, WO. 4-2521.	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY
Tuesday May 12 10:30 A.M.	ISRAELI FASHION PRESENTATION The Zionist Organization of America will present fashions from Israel to press and buyers. By invitation only. Contact: Edythe Prens, MU. 2-3205.	ZIONIST ORGANIZATION OF AMERICA (41 E. 42ND)	HOTEL McALPIN GRAND BALLROOM
Tuesday May 12 12:00 Noon Luncheon	JACQUES GRIFFE PREVIEW FOR MAGAZINE EDITORS Special collection of Jacques Griffe dresses, distributed exclusively by Gothé. For magazine editors only, by invitation. Publicity: Nona James, 20 W. 43rd St., CH. 4-7658.	JACQUES GRIFFE -- GOTHE	SHERRY NETHERLAND PIZARRO ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 12 12:30 P.M. Luncheon	SUMMER DRESSES BY FILCOL AT LUNCHEON Arnold Constable will present Summer dresses by Filcol during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday May 12 2:30 P.M.	FASHIONS BY KEN BARR Russeks will present fashions by Ken Barr of Casino Sportswear. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Beginning Tuesday May 12- June 11	SHOWING OF FALL LINGERIE COLLECTION Schiaparelli will show their Fall lingerie collection on Tuesdays, Wednesdays and Thursdays at 10:00 A.M. and 2:00 P.M. Contact: Norienne Barrett, OR. 9-0192.	SCHIAPARELLI LINGERIE	210 MADISON AVENUE SHOWROOM - 8TH FLOOR
Wednesday May 13 9:00 A.M. Breakfast	PREVIEW OF FALL & WINTER LINGERIE Press preview of lingerie for Fall and Winter, 1953, in junior and women's sizes. By invitation. Publicity: Lois Gifford, B.B.D. & O., 383 Madison Avenue, EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM
Wednesday May 13 12:30 P.M. Luncheon	BENHAM ORIGINALS DURING LUNCHEON Gunther Jaeckel will present Benham Originals during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Benham Publicity: Donna Cannon, 104 E. 52nd St., FL. 3-7072. Gunther Jaeckel. Publicity: Carole Paley, FL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
Wednesday May 13 12:30 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Benefit fashion show for the Pride of Judea Children's Home. Dresses: Fred Greenberg. Coats & Suits: Donnybrook. Furs: K. Hartenstein. Lingerie: Mme. Adrienne. Bridal fashions by Bridal Creations. Coordinator: Lucille Meierfeld. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING DESIGNERS	HOTEL PIERRE BALLROOM
Wednesday May 13 4:30 P.M. Cocktails	PRESS PREVIEW: TOWN & COUNTRY TWEEDS Saks Fifth Avenue will present a collection of Town and Country tweeds. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY-PLAZA HOTEL LE CHATEAU SUITE
Wednesday May 13 & May 27 6:30 P.M.	LECTURE ON FALL SILHOUETTES Lecture by Michelle Murphy of the Brooklyn Museum on Fall silhouettes, trends and colors. For designers, members and non-members of the Society. Publicity: Belle Burke, 1457 Broadway, LA. 4-7950.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	BROOKLYN MUSEUM EASTERN PARKWAY
Thursday May 14 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION Co-Ordinate Sportswear will present a press showing of the Fall collection, designed by Harry Rutenberg. By invitation. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	CO-ORDINATE SPORTSWEAR	1384 BROADWAY SHOWROOM - 21ST FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 14 4:00 P.M.- 7:00 P.M. Cocktails	NYLON CARPETING - 5 YEARS OF PROGRESS Exhibit and demonstration for the press, to show progress of nylon carpeting since introduction five years ago. First hand-carved nylon rug on display, and nearly 100 other samples, in wide variety of designs and unlimited color range. Demonstrations on hand-carving process and easy care of nylon. By invitation. Contact: Frank T. Dunn, MU. 4-6970.	NYE-WAIT CO.	295 FIFTH AVENUE SHOWROOMS
Monday May 18 3:00 P.M.	PRESS PREVIEW: FALL BLOUSES & SEPARATES "Tops-In-Tops (And Go-Togethers, Too)"--press preview of Autumn and Winter collection of blouses and separates, introducing a new transition group for Summer-into-Fall. <u>Showings for resident buyers Tuesday, May 19, & Wednesday, May 20 at 9:30 A.M. (breakfast) and 2:30 P.M. (show followed by coffee).</u> Trade showings Wednesday, June 3-June 25, at 9:30 A.M. and 2:30 P.M. Contact: Henrietta Greene at Opera Blouse, WI. 7-3737.	OPERA BLOUSE	525 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Monday May 18 4:00 P.M.	PREVIEW OF FALL BRIDAL COLLECTION "New Italian Look"--highlighting Fall collection of wedding gowns, created by designer Mrs. Frances Duehren. By invitation only. <u>Trade showing Tuesday, May 19 and Wednesday, May 20 at 4:00 P.M.</u> Publicity: Terry Quimby, 152 E. 61st St., TE. 8-0671.	FINK BROS., INC.	525 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday May 19 9:00 A.M. Breakfast	PREVIEW: BACK-TO-SCHOOL AND FALL COLLECTION "Dorm to Dusk" -- showing to press and buyers of Pembroke Squire's back-to-school and Fall collection of separates and coordinates. By invitation. Contact: Bernard Masket, BR. 9-7160.	MASKET BROS. SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM
Tuesday May 19 10:30 A.M.	PRESS PREVIEW: KNITWEAR BY BONNIE CASHIN Joseph Guttman will present the Fall collection of knitwear, designed by Bonnie Cashin. By invitation. Publ.: Donna Cannon, PL. 3-7072.	JOSEPH GUTTMAN	1407 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday May 19 12:00 Noon Luncheon	PREVIEW: FALL SUITS & COATS The House of Swansdown presents "Stop, Look & Look", a collection of Fall coats and suits. Luncheon at 12:00 Noon in Barbizon Room. <u>Fashion Show in Barbizon Theatre, promptly at 1:00 P.M.</u> By invitation only. Publ.: Ruth Hammer Associates, 2 W. 59th Street, EL. 5-7108.	THE HOUSE OF SWANSDOWN (500 SEVENTH AVENUE)	BARBIZON-PLAZA HOTEL 101 WEST 58TH STREET
Tuesday May 19 12:30 P.M. Luncheon	SUMMER DRESSES BY MISS AMERICA AT LUNCHEON Presentation of Miss America Summer dresses from Arnold Constable. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday May 19 1:00 P.M. Luncheon	FASHIONS AT BENEFIT LUNCHEON Leading designers will present Summer fashions at a benefit luncheon. Designers include: Elfreda Fox, Pierre Balmain, Jacques Fath, Wilma Gowns, Seymour Jacobson, Evins Shoes, Morgenstein & Hammer Furs, Bermuda Knitwear, Sophie Simone Hats. Price: \$6.00. Contact: Mrs. Jack Levine, CY. 4-5992. Fashion Dir.: Miss Steve Radow, PL. 3-2149.	PHYSICIANS' WIVES LEAGUE	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 19 3:30 P.M. & 9:00 P.M.	ANNUAL FASHION SHOW BY COSTUME DESIGN STUDENTS Presentation of students' work in the Costume Design Department at Parsons School. Showing at 3:30 P.M., admission \$1.00. Showing at 9:00 P.M., admission \$2.00. For tickets, contact: Parsons School of Design, 136 E. 57th St., PL. 8-2943.	PARSONS SCHOOL OF DESIGN	HOTEL PLAZA BALLROOM
Wednesday May 20- May 21 9:00 A.M.	PRESS PREVIEW: COLLEGE AND CAREER FASHIONS New "Snowdrift" collection of separates and spectator casuals for College and Career. By invitation. Contact: Sidney Dee Bloeme, JU. 6-4490.	NELLY de GRAB	533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 20 12:00 Noon Cocktails- Luncheon	"SUN GLAMORAMA" FASHION SHOW Annual press conference and fashion show, sponsored by L. J. Houze Convex Glass Co. (Point Marion, Pa.) for the sunglass industry. More than twelve leading national sunglass manufacturers will present their 1953 styles for Summer. <u>Introduction to National Sunglass Week, May 25 to 30.</u> By invitation. Publ.: Gar Schmitt, S.S. Tyndall Assoc., 50 E. 42 St., MU.2-3558.	L. J. HOUZE CONVEX GLASS COMPANY	HOTEL PLAZA TERRACE ROOM
Wednesday May 20 12:30 P.M. Luncheon	PREVIEW OF FALL COLLECTION Preview of Fall collection, designed by Lorraine Budny, to the press and buying offices. By invitation. Publ.: The Miles, 58 W. 40th St., LO.4-5150.	TUDOR SQUARE SPORTSWEAR, INC.	1407 BROADWAY SHOWROOM-11TH FLOOR
Thursday May 21 1:00 P.M. Luncheon	BRIGANCE OF SPORTSMAKER SUMMER FASHION SHOW Brigance's Summer playclothes, separates and dresses, available at Lord & Taylor, will be presented during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Brigance Contact: Julie Isles, LO. 3-1534. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SPORTSMAKER, INC. (498 SEVENTH AVE.)	HOTEL PLAZA TERRACE ROOM
Tuesday May 26 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Arle, Inc. will present their Fall collection of blouses, skirts, separates and coordinates designed by Mary Blair. By invitation only. Daily showings thereafter in their new showrooms at 491 Seventh Avenue, 24th floor. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	ARLE, INC.	1407 CLUB 1407 BROADWAY
Tuesday May 26 10:30 A.M.	PREVIEW OF FALL COATS AND SUITS Preview of Seymour Fox's Fall coat and suit collection. By invitation only. <u>Trade showings at 10:00 A.M., June, 2, 3, 4, 9, 10, 11, 16, 17, 18.</u> Publicity: Ann R. Silver Assoc., 551 5th Ave., MU. 7-8654.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
Tuesday May 26 10:30 A.M. & 2:30 P.M.	PREVIEW OF KNITTED SPORTSWEAR FOR FALL Goldworm Sportswear will invite the press and resident buyers to a preview of their Fall collection of knitted coats, dresses, suits, sportswear and sweaters. By invitation. Publ.: Margaret Hodge, BR. 9-4824 or CH.4-3692.	GOLDWORM SPORTSWEAR CORP.	1410 BROADWAY SHOWROOM-20TH FLOOR
Tuesday May 26 12:00 Noon	PRESS & TRADE PREVIEW OF SEPARATES Preview of after-5 separates for Fall by Ciro-Glamour. By invitation. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	CIRO-GLAMOUR SEPARATES	530 SEVENTH AVENUE SHOWROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 26 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Press showing of Grabois' Fall collection of afternoon dresses, suits and cocktail gowns, designed by Zelma Golden. By invitation only. Publicity: Gladys Steiner at Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630.	GRABOIS	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Wednesday May 27 9:30 A.M. Breakfast	FALL COLLECTION BY ALAN PHILLIPS Lentz Diminutives will present a preview of their Fall collection designed by Alan Phillips. <u>Showing at 10:00 A.M.</u> By invitation only. Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072.	LENTZ DIMINUTIVES (533 SEVENTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Wednesday May 27 12:00 Noon Buffet	FALL SPORTSWEAR FOR RESIDENT BUYERS Showing of Haymaker's separates, blouses, skirts and shirts at a preview for resident buyers. <u>Trade showings beginning Tuesday, June 2.</u> By invitation only. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday May 27 12:30 P.M. Luncheon	"SEA BREEZE" LUNCHEON FASHION SHOW Arnold Constable will present Summer fashions, featuring a special "gin and tonic" color promotion. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday May 27 4:00 P.M.	PREVIEW OF FALL COLLECTION Preview of Hannah Troy's Fall collection. By invitation. Publicity: Gladys Steiner at Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Thursday May 28 11:00 A.M.	PREVIEW OF FALL BENHAM ORIGINALS Preview of Fall collection of Benham Originals. By invitation only. <u>Continuous trade showings beginning Thursday, June 4.</u> Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Thursday May 28 12:00 Noon Luncheon	PRESS PREVIEW: FALL DRESS COLLECTION Carlye will present their Fall dress collection to the press. Luncheon at 12:00 Noon; show at 1:00 P.M. By invitation only. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.	CARLYE DRESS CO.	1451 BROADWAY SHOWROOM - 5TH FLOOR
Thursday May 28 2:30 P.M.	FALL PREVIEW FOR RESIDENT BUYERS Preview for resident buyers of David Crystal's dresses for Fall. Press and trade by invitation only. <u>Trade showings, beginning Tuesday, June 2, at 10:30 A.M. and 2:30 P.M.</u> Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 28 3:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Donald Dress will preview their Fall line at a cocktail party. By invitation only. <u>Trade showings, beginning Monday, June 1.</u> Contact: LO.5-0525.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM
May 30	MEMORIAL DAY (Saturday)--Legal Holiday.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 1 2:30 P.M.	FALL COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. <u>Showing for resident buyers on Tuesday, June 2, at 2:30 P.M.</u> Beginning Wed., June 3, at 11:00 A.M., trade showings of Frank Gallant collection, including Brigance group. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM-5TH FLOOR
Monday June 1 3:30 P.M. Tea	PREVIEW OF FALL AND BACK-TO-SCHOOL RAINCOATS "Tea Party in the Rain"--showing of Fall and back-to-school rainwear, designed by Helen Van Vliet for Town Creations. <u>Showing at 4:00 P.M.</u> By invitation. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	TOWN CREATIONS	1407 CLUB 1407 BROADWAY
Beginning Monday June 1	OPENING OF FALL COLLECTION Opening of Originala Fall coat collection. By appointment only. Contact: BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM-43RD FLOOR
Tuesday June 2- June 4 8:30 A.M.	PRIVATE PREVIEWS OF FALL COLLECTION Private breakfast previews of Carolyn Schnurer's Fall collection at 8:30 A.M. By invitation only. <u>Beginning Friday, June 5, box luncheons for the trade at 12:00 Noon, followed by showings at 12:30 P.M. daily.</u> Contact: Lee Weber, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FLOOR
Tuesday June 2 8:45 A.M.- 2:00 P.M.	ANNUAL FALL FASHION CLINIC Fall Fashion Clinic by "Parents" Magazine for retail buyers, resident buying offices, and advertising agencies, presenting Fall and Winter fashions for toddlers, children, girls and boys with a comprehensive review of back-to-school market. Director: Mrs. Beryl Tucker. Contact: Monroe B. Michels, Promotion Manager, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
Tuesday June 2 9:30 A.M. And 2:30 P.M.	SEVENTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle's" preview of back-to-school fashions from the August College issue. By invitation only, for Mademoiselle's official tie-in stores. Contact: Joan Herndon, Special Projects Dept., PL. 9-2080.	MADemoISELLE	HOTEL ROOSEVELT BALLROOM
Tuesday June 2 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of the Christian Dior-New York 1953 Fall and Winter collection at 10:30 A.M. Admission by invitation only.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON-7TH FLOOR
Tuesday June 2 10:30 A.M.	PRESS PREVIEW: FALL COLLECTION "Mood for Fall"--collection by del Mar of coordinates and dresses. By invitation only, for press and N.Y. resident buying offices Publicity: Ken R. Williams, 160 Columbia Heights, UL. 5-3175.	del MAR	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Tuesday June 2 11:45 A.M.	PREVIEW: FALL & WINTER COATS AND SUITS Press preview of Fall and Winter collection of Willi coats and suits, followed by buffet luncheon. By invitation only. Publicity: Rasponi Associates, 667 Madison Avenue, TE. 8-8171.	WILL NEMEROV, INC.	550 SEVENTH AVENUE SHOWROOM-2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday June 2 2:30 P.M.	OPENING OF FALL COLLECTION Presentation of Claire McCardell's Fall collection at 2:30 P.M. daily. Contact: LO, 4-2155.	CLAIRE MCCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday June 2 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Lotte of Drewyn presents her new collection of Spectator Casuals for Career and Town, 1953-54, to press and trade. By invitation. Contact: Sidney Dee Bloeme, 35 W. 53rd Street, JU. 6-4490.	LOTTE OF DREWYN	1400 BROADWAY SHOWROOM - 16TH FLOOR
Beginning Tuesday June 2- June 9	OPENING OF FALL SPORTSWEAR LINES Members of Sportswear Guild will open Fall lines, beginning Tuesday, June 2 through Tuesday, June 9. Members include: ADLER & ADLER, INC. DAVIDOW Contact Individual Manufacturers.	THE SPORTSWEAR GUILD DAVID M. GOODSTEIN, INC. KANE WEILL ZOLTAN ROSENBERG	MANUFACTURERS' SHOWROOMS SPORT-CRAFT, INC. STAR-MAID DRESSES
Beginning Tuesday June 2- June 9	OPENING OF FOGA FALL COLLECTIONS Members include: LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. CAPRI FROCKS, INC. ELFREDA-FOX, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS Contact: Leonard Gendler, executive secretary, CH. 4-6945.	FASHION ORIGINATORS GUID OF AMERICA FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS CO. J L F ORIGINAL, INC. NAT KAPLAN, INC. DAVID LEVINE CO. PAUL PARNES CORP.	INDIVIDUAL SHOWROOMS BEN REIG, INC. RUDOLF GOWNS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE TALMACK, INC. HANNAH TROY, INC.
June 2	CORONATION DAY IN WESTMINSTER ABBEY--QUEEN ELIZABETH II OF GREAT BRITAIN.		
Wednesday June 3 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION Plattry Country Wear will present their Fall collection of sportswear and separates designed by Greta Plattry for college and career, to press and resident buyers. By invitation only. Publicity: Margaret Hodge, PE.6-8680.	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday June 3 3:45 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Preview of Fall coat and suit collection by Arthur Jablow, Inc. Cocktails will follow showing. By invitation only. Daily trade showings thereafter at 10:30 A.M. and 2:00 P.M. Publicity: Rose Hilton, 475 Fifth Avenue, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday June 4 11:30 A.M.	PREVIEW: FALL COAT & SUIT COLLECTION Leto, Cohn & Lo Balbo will present their Fall coat and suit collection to the press. By invitation. Trade showings at 11:45 A.M., beginning Tuesday, June 9. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	LETO, COHN & LO BALBO	512 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 4 2:30 P.M.	BRIGANCE OF SPORTSMAKER FALL PRESS PREVIEW Press preview of Sportsmaker's Fall collection of blouses, separates and dresses, designed by Brigance. By invitation. <u>Trade showings beginning Monday, June 8, at 2:30 P.M. daily.</u> Contact: Julie Isles at Sportsmaker, LO. 3-1534.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FL.
Thursday June 4 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Harmay will present their Fall collection of dresses, suits and costumes. By invitation. Publ.: Pauline Greene, 10 E. 39th St., MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FL.
Friday June 5 10:00 A.M.	PREVIEW OF FALL DRESSES & ENSEMBLES Press preview of Branell dresses and ensembles for Fall. By invitation. <u>Trade showings, beginning Tuesday, June 9, at 2:30 P.M. daily.</u> Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FL.
Friday June 5 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Arnold & Fox will present their Fall collection of dresses and suits, designed by Billy Gordon. By invitation. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FL.
Tuesday June 9 10:30 A.M.	PREVIEW OF FALL COLLECTION Sylvan Rich will present a press and trade showing of Martini Designed fashions for Fall. By invitation. <u>Trade showings daily thereafter at 10:30 A.M.</u> Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM
Tuesday June 9 11:00 A.M.	PRESS PREVIEW OF FALL SEPARATES Dorothy Dickerson will preview her Fall separates collection. By invitation. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.	DOROTHY DICKERSON (19 EAST 55TH ST.)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday June 9 3:30 P.M.	PRESS PREVIEW: FALL LINGERIE Pauline Gordon will present her Fall collection of bras and pettico-bras. By invitation. Publ.: Rasponi Associates, 667 Madison Ave., TE. 8-8171.	PAULINE GORDON, INC.	112 MADISON AVENUE SHOWROOM - 11TH FL.
Tuesday June 9 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Press preview of Rudolf Gowns' Fall collection of cocktail and formal fashions. By invitation. <u>Trade showings daily thereafter at 4:00 P.M.</u> Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM - 12TH FL.
Beginning Tuesday June 9	OPENING OF FALL COLLECTION Jerry Greenwald, Inc. presents the Fall collection, designed by Violet Feigen. Contact: LO. 5-4850.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM - 29TH FL.
Wednesday June 10 12:00 Noon	SHOWING OF FALL BLOUSE COLLECTION Presentation of Alice Stuart's Continental-inspired blouse collection. Showing at 12:00 Noon; luncheon will follow at 1:00 P.M. By invitation only. Contact: Hazel Arnett, AL. 5-5598 (Mornings only.)	ALICE STUART, INC. (525 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM